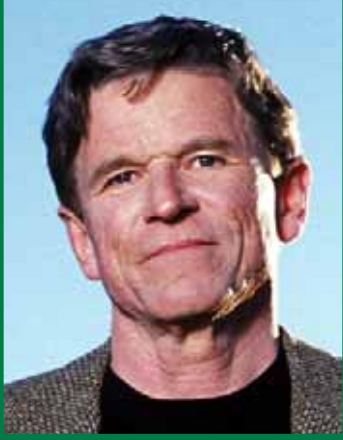




Sustainable Business Speakers Series

Thurs. Oct. 7th, 7:30 - 9:00 pm at IslandWood

Admission to the event is free.



Paul Dolan

**Former CEO of Fetzer Vineyards,
Author and National Leader
in Sustainable Business**

As winemaker (and, later, president) at Fetzer Vineyards in California's Mendocino County, Dolan set out to change the very nature of the California wine industry, implementing a "triple bottom line" approach that balances environmental, economic and social equity needs to achieve success. His extraordinary leadership and commitment transformed Fetzer into a model of sustainable business and made Fetzer Vineyards one of world's largest and most successful wine companies.

His book, *True to Our Roots: Fermenting a Business Revolution*, tells the story of Fetzer's success, encourages others to think and act in a new way, and results in a new environmental mandate for northern California's wineries.

Come hear Paul discuss the tools he used to implement change, and the issues facing modern businesses today. Copies of Paul's book will be available for purchase and signing.

Co-sponsors:



For directions to
IslandWood, call
206.855.4300 or visit
www.islandwood.org.